

# INFORMATION BULLETIN

## WORKFORCE INVESTMENT ACT

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TO: WORKFORCE DEVELOPMENT COMMUNITY

SUBJECT: STATEWIDE ADVERTISING CAMPAIGN INTRODUCING AMERICA'S  
SERVICE LOCATOR

The purpose of this information bulletin is to announce a statewide advertising campaign introducing the Department of Labor's (DOL) *Career OneStop's* Toll-Free Help Line and America's Service Locator (ASL). As part of a grant from DOL, Runyon Saltzman & Einhorn, Inc. (RS&E) will launch a statewide awareness campaign for the ASL and Toll-Free Help Line beginning in January.

*Career OneStop* (formerly known as America's Workforce Network) is the nation's publicly funded resource for jobseekers and businesses. *Career OneStop* offers information and access to jobs from entry level to technical to professional to Chief Elected Official. The ASL is a component of *Career OneStop*. The ASL and the Toll-Free Help Line were created in partnership between DOL, State governments, and local agencies to provide a comprehensive database of services to the public accessible via the Internet or the telephone.

Beginning January 6, 2003, the Employment Development Department will be releasing a California metropolitan area media campaign announcing America's Service Locator and Toll-Free Help Line. The media campaign will run through March 17, 2003. To build awareness of the toll-free number, RS&E has developed Spanish-English radio spots and outdoor advertisements, with a print display campaign in English, Spanish, Chinese, and Vietnamese. The complete media campaign by outlet and metropolitan area is available in Excel spreadsheets at [www.edd.ca.gov/one-stop/aslmedia.htm](http://www.edd.ca.gov/one-stop/aslmedia.htm).

The Toll-Free Help Line and ASL database were designed to ensure that all Americans have an equal opportunity to get the re-employment services, information, and training they need to succeed. It automates routine information requests and allows State and local service providers to focus on providing direct service. Employers and jobseekers can find the services they need at a convenient One-Stop Career Center via America's Service Locator at [servicelocator.org](http://servicelocator.org). To locate the most convenient local services on-line, the user enters their zip code and selects the service or services they need. If Internet access is unavailable, the Toll-Free Help Line (TFHL) at 1-877-US-2-JOBS is there for direct assistance. Use of the database is free of charge and directs customers to a range of services available in their local area: unemployment benefits, job training, youth programs, seminars, education opportunities, disabled or older worker programs, and more. The ASL provides service information, maps, and driving instructions for all One-Stop Career Center locations in California and across the nation.

To ensure that the California One-Stop Career Center address information is current, the Workforce Investment Division's (WID) Special Initiative Unit (SIU) staff has cross-referenced the information contained in the ASL database with information listed on local area Web sites and made changes on ASL to reflect the information contained on local area Web sites. For those areas without Web sites, local One-Stop Career Centers were contacted via telephone to verify the information. You may want to have your staff access [America's Service Locator](#) to verify that the information is accurate. If changes are needed, you can e-mail the information to the SIU staff at [onestop@edd.ca.gov](mailto:onestop@edd.ca.gov) and they will update the information on ASL.

In addition to the ASL database, it is necessary to update the more extensive One-Stop Career Center database maintained by the WID to enable us to provide current One-Stop Career Center information to the California Legislature during upcoming budget hearings. In mid-January, we will be sending out recaps of the One-Stop Career Center Survey information that local areas submitted to the WID in June 2001. We ask that all local areas review this information and submit any changes/updates to this information so that accurate data is available. Local Workforce Investment Areas will have approximately three weeks to review and submit any updates. A separate information bulletin will precede the mailing out of the recaps of the June 2001 survey and will provide specific instructions for completion and submission.

If you have any questions concerning this information bulletin, please contact Greg Gibson at [ggibson@edd.ca.gov](mailto:ggibson@edd.ca.gov), or (916) 654-8824.

/S/ BOB HERMSMEIER  
Acting Chief  
Workforce Investment Division